

Variance Petition No. 201500013

Planning Com February	mission Hearing 19, 2015	Board of Appeals Hearing March 12, 2015			
APPLICANT/PETITIO	NER INFORMATI	ON			
Property Owner Sherwin Williams		Petitioner Sherwin William	Representative Colleen Allen		
PROPERTY INFORMA	ATION				
Address, Land Lot(s), and District	6430 Roswell Roa Land Lot 88, Dist				
Council District	3				
Frontage	Approximately 165.02 feet of frontage along the westerly side of Roswell Road (SR 9)) and 125.50 feet of frontage along the northerly side of Chaseland Road.				
Area	The subject property has a total area of 0.442 acres (19253.52 square feet).				
Existing Zoning and Use	C-2 (Community Business District) conditional under Fulton County zoning case 1986Z-034, currently developed with a building.				
Overlay District	Main Street Distr	ict			
2027 Comprehensive Plan Future Land Use Map Designation	Living-Working (Community (LWC)			

The applicant is seeking primary variances from the Sandy Springs Zoning Ordinance as follows:

- 1) From Section 33.22.C to reduce the sign setback from the right of way from three (3) feet to Zero (0) along the Roswell Road frontage.
- 2) From Section 33.26.H.2.to allow wall sign on a non-street facing wall for the north elevation of the building.

DEPARTMENT OF COMMUNITY DEVELOPMENT RECOMMENDATION

201500013-1) <u>APPROVAL CONDITIONAL</u> 2) <u>APPROVAL CONDITIONAL</u>

Prepared by the City of Sandy Springs Department of Community Development for the Board of Appeals Hearing on March 12, 2015

CN 02.04.15

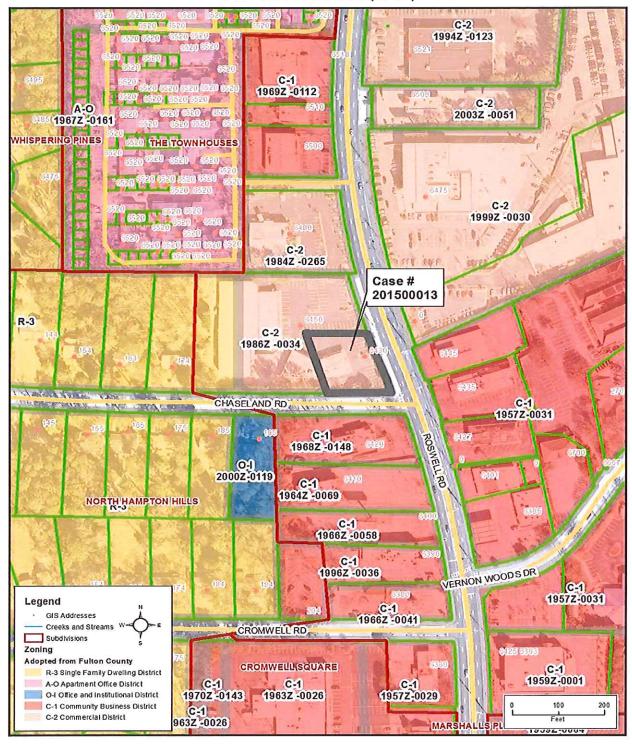
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PLANNING COMMISION RECOMMENDATION

CN 02.04.15 Page 2 of 9

Parcel Map

6430 Roswell Road (SR 9)



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CITY OF SANDY SPRINGS DEPARTMENT OF COMMUNITY DEVELOPMENT VARIANCE ANALYSIS

CASE NUMBER: STAFF CONTACT:

201500013

Cristina Nelson, Senior Planner 770-206-1516

E-mail: cnelson@sandyspringsga.gov

Staff Analysis:

The subject site is located at 6430 Roswell Road (SR 9) at the intersection of Roswell Road (SR 9) and Chaseland Road. The property is zoned C-2 (Community Business District) Conditional pursuant to Fulton County zoning case 1986Z-034. Is currently developed with a one story brick building. Additionally, this project is located within the Main Street District of the Sandy Springs Overlay.

The subject of this variance is the new location for Sherwin Williams that previously was located in the City Center of Sandy Springs on Johnson Ferry Road. Because the location of this property at the intersection of Roswell Road and Chaseland Road the building is allowed to have wall signs on two (2) frontages, south and east in addition to have two ID Monument signs. The applicant instead wants to place two signs only as follows: one ID monument along Roswell Rd adjacent to the street right of way and one wall sign on the north elevation of the building facing the parking lot. To pursue these requests is necessary to obtain the approval through a variance process.

Request 1) The applicant is seeking a primary variance from Section 33.22.C to reduce the sign setback from the right of way from three (3) feet to Zero (0) along the Roswell Road frontage.

The Sandy Springs Zoning Ordinance provides:

Section 33.22.C. Setback.

Unless a more restrictive setback is specified in conditions of zoning or otherwise in this Article, all signs shall set back at least ten (10) from the right-of-way or twenty (20) feet from the edge of pavement if a private street and no sign shall project over the right-of-way. However, the Director is authorized by this Zoning Ordinance to consider an administrative variance to the sign setback requirements subject to the limitations of Section 12, Variance, subsection d. Standards, of this ordinance. In the Overlay Main Street District all signs shall set back at least three (3) feet from the right-of way. Temporary banners shall be exempt from the setback requirements, but shall not encroach upon the right-of-way.

The applicant explains: "Relief from the requirement that monument signs be setback 3' from the right-of-way in the Main Street Overlay District. We feel that the existing elevation and plantings along the southern portion of the lot would make it difficult to see a sign and would cause a greater disruption to the transition from the neighboring residential area to the commercial corridor of Roswell Road. It is our intention to leave the existing mature trees in place that shield the roof of the building from view for residents off Chaseland Road and vehicles traveling north along Roswell Road. Based on these considerations, we would like to

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install a monument sign along Roswell Road where the grade is more level and where there is greater visibility for northbound travelers along Roswell Road. If we are to abide by the setback of three feet from the right-of-way for this monument sign, you would be unable to see the sign due to the significant grade change from Chaseland Road to the entry drive of our store. As such, we are requesting relief from this setback, reducing it to zero to allow us to be closer to the street. In conjunction with the installation of the monument sign, we plan to install upgraded landscaping that would complement the monument sign and our new store".

Request 2) the applicant is seeking a primary variance from Section 33.26.H.2 of the Zoning Ordinance to allow for a wall sign on a non-street facing wall.

The Sandy Springs Zoning Ordinance provides:

Section 33.26.H.Sandy Springs Overlay District

- 2. Wall Signs (amended 04/21/09, TA09-002, Ord. 2009-04-19).
 - a. Wall signs are permitted on street-facing walls (including windows and doors). Businesses without a street on which there is frontage, but which have exterior entrances to the building, are entitled to one wall sign on the exterior wall of the business. Wall sign(s) shall not exceed the smaller of five percent (5%) of the applicable wall area or one hundred eighty (180) square feet, confined to the upper thirty (30) feet of the facade. Wall signs shall not have changeable copy unless approved as a marquee sign.

The applicant explains: "In conjunction with our building permit, we permitted our initial sign package which included one sign for the Roswell Road street facing elevation and one for the parking lot (north) elevation. After further review of the building and the entire site, we have determined that our business would be best served by a monument sign and a wall sign on the non-street facing wall. This would allow us to capture customers traveling north and south on Roswell Road more easily than any other sign configuration. Per the ordinance, we are permitted a monument and wall sign on each street frontage; with this being a corner lot that would allow for four signs total, two at Roswell Road and two at Chaseland Road. This variance request is for only half of what we are allowed per the ordinance".

"Relief from the requirement that signs are not permitted on non-street facing walls. As mentioned above, the monument sign would be used to more effectively capture customers traveling northbound on Roswell Rd. As such, we would like to forego a wall sign on the Roswell Rd elevation and use the parking lot elevation to capture customers traveling south along Roswell Road and to welcome customers once they have entered the parking lot. We feel that a wall sign on the parking lot elevation would be more beneficial than a wall sign on either, or both, the Chaseland Road and Roswell Road elevations.

CN 02.04.15 Page 5 of 9

We intend to install signs that complement the positive changes Sandy Springs has made to its downtown area and that will further develop the relationship Sandy Springs and Sherwin-Williams have shared over the past 35 years. We hope that you will consider our request and the hardships we face due to the changes in elevation along Roswell Road and across our lot from Chaseland Road towards our neighboring tenant".

The applicant states "that both proposed sign locations would help advertise the store presence to the patrons and better able the Sherwin-Williams to continue its business in the community at their new location".

Both signs are to meet the requirements of the zoning districts on size and height.

History

No Code Enforcement issues have been reported.

Standards for Consideration

Zoning Ordinance

1. Variance from Section 33.22.C to reduce the sign setback from the right of way from three (3) feet to zero along the Roswell Road frontage.

Section 33.12.D. Standards

The standards which shall be considered for granting a variance from the standards of this Article shall be only the following:

1. The topography of the lot on which the sign is located or to be located renders it impossible to comport with the strict standards of this Article.

Findings:

The site layout, does not present topographical challenges to justify the approval of this variance. Therefore, staff is of the opinion this standard has not been satisfied.

2. The natural features of the lot on which the sign is located or to be located, or of the land immediately adjacent to the lot, impairs the visibility of the sign such that it cannot be seen.

Findings:

Sherwin Williams prefers to have the sign at the right of way line, which is already set back approximately 20 feet behind the roadway curb.

The applicant states that the normal 3 foot set-back for the sign would put it about 23 feet from the curb which would severely would block visibility due to the vegetation of

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the lot. Staff found that the natural features of the lot presents challenges to justify the approval of this variance. Therefore, staff is of the opinion this standard has been satisfied.

1) Variance from Section 33.26.H. 2 Sandy Springs Overlay District to allow a wall sign on a nonstreet facing wall.

Section 33.12.D. Standards

The standards which shall be considered for granting a variance from the standards of this Article shall be only the following:

1. The topography of the lot on which the sign is located or to be located renders it impossible to comport with the strict standards of this Article.

Findings:

The lot does not present topographical challenges to justify the approval of this variance. Therefore, staff is of the opinion this standard has not been satisfied.

2. The natural features of the lot on which the sign is located or to be located, or of the land immediately adjacent to the lot, impairs the visibility of the sign such that it cannot be seen.

Findings:

The existing natural features of the lot, create challenges for using signage effectively to promote vehicular and pedestrian awareness. Existing trees along the southern portion of the lot would make it difficult to see a sign on the building and would cause a greater disruption to the transition from the neighboring residential area to the commercial corridor of Roswell Road. Therefore, based on this reason the staff is of the opinion this standard has been satisfied.

CN 02.04.15 Page 7 of 9

Department Comments

The staff held a Focus Meeting on February 4, 2015 at which time the following departmental comments were provided:

BUILDING AND LAND DEVELOPMENT DIVISION	Sandy Springs Building Officer Plan Review		No Comments
	Sandy Springs Development Plan Review Engineer		No Comments
	Sandy Springs Landscape Architect/ Arborist	T	No Comments
FIRE DEPT.	Sandy Springs Fire Protection Engineer	•	No Comments
TRANSPORTATION	Sandy Springs Transportation Planner		No Comments
	Georgia Department of Transportation	•	No Comments

Recommendation

Staff explains: the Sandy Springs overlay provides for businesses to have signs on road frontages as well on non-road frontages depending on the specifics of the lot. This business has the opportunity to display four signs: two ID monument monuments and two wall signs, on the east and south elevations of the building. The applicant has selected to display two signs instead. One ID monument and one wall sign on the north elevation, which is not road frontage, but provides more visibility to the business.

The applicant has indicated that the purpose for this variance is mainly to provide signage visibility for the business. Relief, if granted, would not cause detriment to the public good or impair the purpose and intent of the zoning ordinance, as the request would result in a proportional and commercially reasonable level of signage for the store and would be in harmony with the intent of the zoning ordinances. The proposed wall sign at the proposed location will not have a negative impact on the surroundings instead will provide information to the south bound traffic

CN 02.04.15 Page 8 of 9

The purpose of the sign ordinance is to encourage the effective use of signs as a means of communication; to improve traffic and pedestrian safety.

Staff reviewed the request relative to the variance standards contained in Section 33.12.D. of the Zoning Ordinance. Based upon this review, staff recommends <u>APPROVAL CONDITIONAL</u> of the variance requests.

Should the Board choose to approve the application, Staff recommends the following condition(s):

- To allow an Identification monument sign along Roswell Road property frontage to be located at zero foot off the right-of-way pursuant to the sign location, submitted by the applicant, and dated received January 6, 2015 by the Department of Community Development.
- 2) To allow for a wall sign on non-street facing wall on the north elevation of the building pursuant to the sign location and design, submitted by the applicant, and dated received January 6, 2015 by the Department of Community Development.
- 3) The wall sign shall be located on the north elevation of the building pursuant to the site plan submitted by the applicant, dated received January 6, 2015 by the Department of Community Development.
- 4) There shall not be more than two wall signs on the building at any given time.
- 5) There shall not be more than one ID monument sign on the property.

Attachments

Letter of Appeal, Property Survey, Sign Detail and Photographs.

CN 02.04.15 Page 9 of 9



SHERWIN-WILLIAMS

Paint Stores Group

January 8, 2015

City of Sandy Springs
Board of Appeals
c/o Department of Community Development
Attention: Cristina Nelson, Senior Planner
7840 Roswell Road
Sandy Springs, Georgia 30350

RE: Sign Variance Request at 6430 Roswell Road

Dear Ms. Nelson,

Sherwin Williams recently relocated from the City Center of Sandy Springs to a location further north on Roswell Road. The new store is located at the corner of Roswell Road and Chaseland Road, next door to Kudzu Antiques. In conjunction with our building permit, we permitted our initial sign package which included one sign for the Roswell Road street facing elevation and one for the parking lot (north) elevation. After further review of the building and the entire site, we have determined that our business would be best served by a monument sign and a wall sign on the non-street facing wall. This would allow us to capture customers traveling north and south on Roswell Road more easily than any other sign configuration. Per the ordinance, we are permitted a monument and wall sign on each street facing elevation; with this being a corner lot, that would allow for four signs total, two at Roswell Road and two at Chaseland Road. This variance request is for only half of what we are allowed per the ordinance.

<u>Variance 1: Relief from the requirement that monument signs be setback 3' from the right-of-way in the Main Street Overlay District</u>

We feel that the existing elevation and plantings along the southern portion of the lot would make it difficult to see a sign and would cause a greater disruption to the transition from the neighboring residential area to the commercial corridor of Roswell Road. It is our intention to leave the existing mature trees in place that shield the roof of the building from view for residents off Chaseland Road and vehicles traveling north along Roswell Road. Based on these considerations, we would like to install a monument sign along Roswell Road where the grade is more level and where there is greater visibility for northbound travelers along Roswell Road. If we are to abide by the setback of three feet from the right-of-way for this monument sign, you would be unable to see the sign due to the significant grade change from Chaseland Road to the entry drive of our store. As such, we are requesting relief from this setback, reducing it to one foot to allow us to be closer to the street. In conjunction with the installation of the monument sign, we plan to install upgraded landscaping that would compliment the monument sign and our new store.

Variance 2: Relief from the requirement that signs are not permitted on non-street facing walls

As mentioned above, the monument sign would be used to more effectively capture customers traveling northbound on Roswell Road. As such, we would like to forego a wall sign on the Roswell Road elevation and use

the parking lot elevation to capture customers traveling south along Roswell Road and to welcome customers once they have entered the parking lot. We feel that a wall sign on the parking lot elevation would be more beneficial than a wall sign on either, or both, the Chaseland Road and Roswell Road elevations.

We intend to install signs that compliment the positive changes Sandy Springs has made to its downtown area and that will further develop the relationship Sandy Springs and Sherwin-Williams have shared over the past 35 years. We hope that you will consider our request and the hardships we face due to the changes in elevation along Roswell Road and across our lot from Chaseland Road towards our neighboring tenant. Thank you in advance for your time and consideration in this matter.

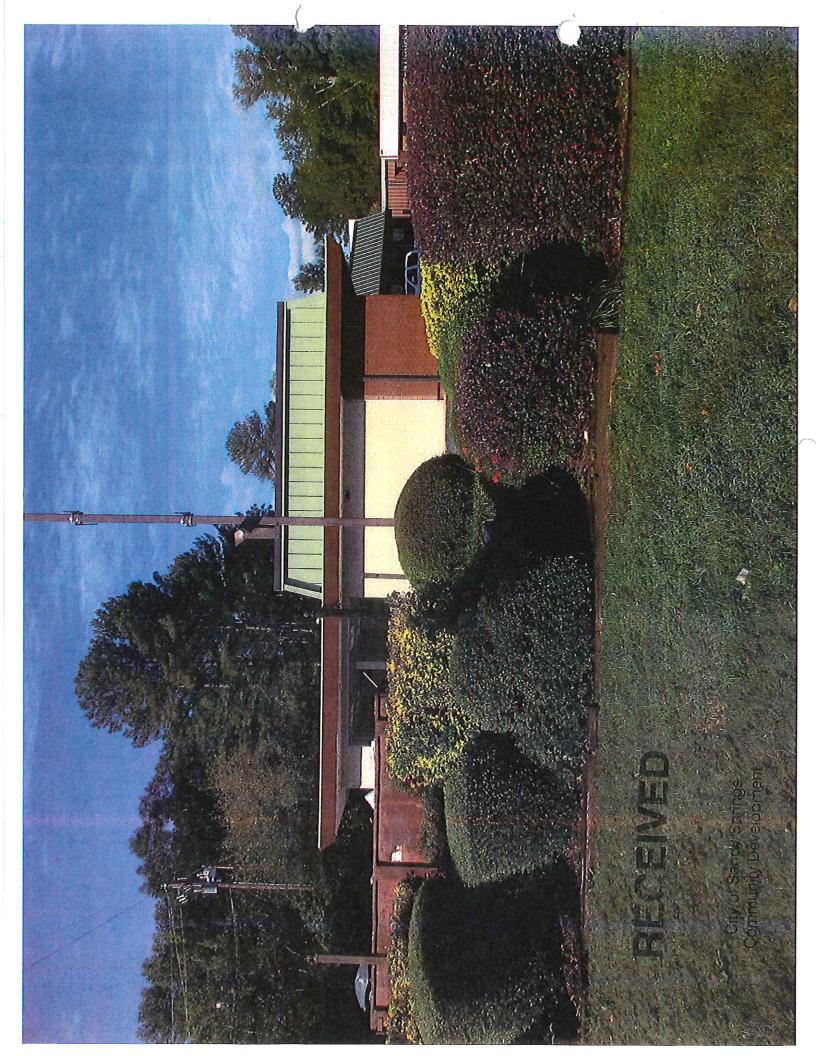
Sincerely,

Colleen Allen

Real Estate Representative Southeastern Division 470-218-6560







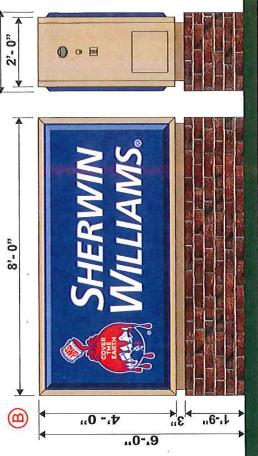


Monument sign shall be placed amidst shrubs, which will be re-landscaped



Non-street facing elevation where wall sign is requested





2'- 4"

DOUBLE FACE MOUMENT:

Monument is to have Texcoated Cabinet and Retainers Base to be brick and is to be as wide as the maximum Panned Lexan Faces w/ "processed pan drop TO MATCH 3M 3630-8168 Blue Vinyl" and Vinyl Graphics Second Surface Illuminated w/ Flourescent Lamps sign projection

Disconnect Switch

Photocell

2" Retainers

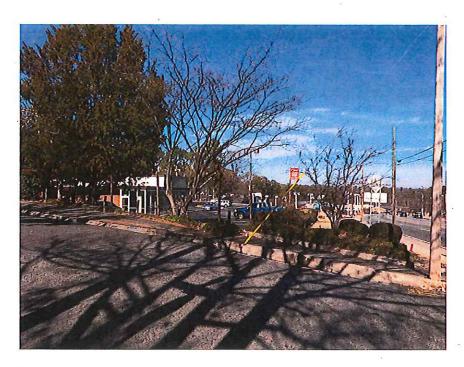
-White Copy -Red- 3M VINYL 3630-143 TO MATCH PMS 032 -Blue- 3M VINYL 3630-8168 TO MATCH PMS 293 -Cabinet & Retainers Painted SW 6141 Softer Tan -Reveal Painted SW 6143 basket Beige

-Brick by others

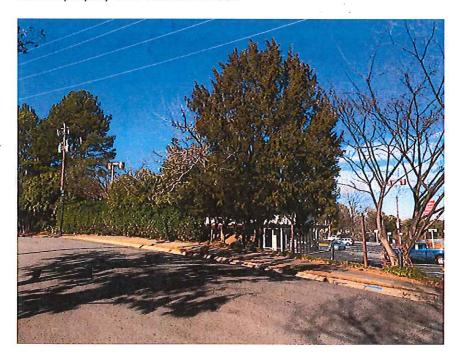
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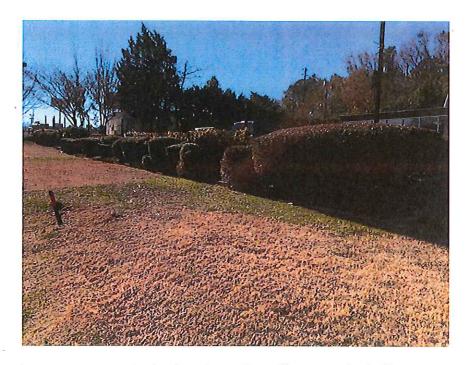
OR LAYOUTS MAY CHANGE SLIGHTLY.	REV.	REV	REV	REV
RUCTION CONSTRAINTS, SIZES AND	REM X R1 03/07/14 DMS	R2 1-8-15 AB	प्रस्त	RBV,
G IS FOR CONCEPTUAL PURPOSES ONLY, DUE TO CONST	SHERWIN WILLIAMS STORT #2161 FEAT X R1 03/07/14 DMS	OBLIGHT SANDY SPRINGS, GA. 03/03/14	GEOUGHAREN K. CHILDS DMS	SW_GA_SAND SPRINGS-SIGN EXHIBIT-OPT1
DRAWIN		ASSOCIATES	1771 INDUSTRIAL ROAD DOTHAN, ALABAMA - 36303	PH (888) 303-5534 - FAX (334) 835-1401



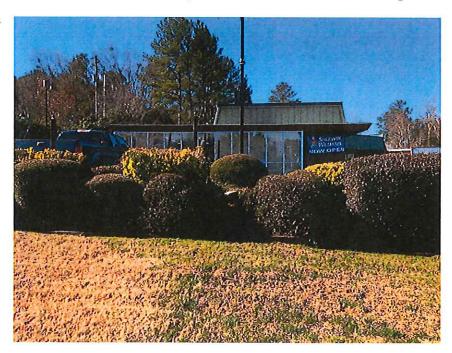
View of propery from Chaseland Road



Existing trees and plantings shielding the view of our roof from Roswell & Chaseland Roads



Large, overgrown shrubs along Roswell Road between the building and the street



View of building from Roswell Road, monument sign will be in line with the existing light pole

